

**Yakima County**  
**Quit Line Data Summary**  
April 1 - June 30, 2004

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 94</b>	<b>N = 2,932</b>
<b>Percent of Statewide Calls</b>	3.7%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	3.8%	100.0%

  

	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 94</b>	<b>N = 2,604</b>
Female	63.8%	62.4%
Male	36.2%	37.6%
<b>Race/Ethnicity</b>	<b>N = 81</b>	<b>N = 2,203</b>
People of Color	9.9%	12.2%
White	90.1%	87.8%
<b>Age</b>	<b>N = 90</b>	<b>N = 2,425</b>
Less than 18 years old	0.0%	1.8%
18 - 24 years old	15.6%	14.6%
25 - 34 years old	31.1%	22.7%
35 - 44 years old	24.4%	27.4%
45 years and older	28.9%	33.5%
<b>Education</b>	<b>N = 86</b>	<b>N = 2,312</b>
Did not graduate high school	34.9%	20.6%
High school graduate	31.4%	35.9%
Some college/vocational school	30.2%	33.6%
College graduate	3.5%	9.9%
<b>Caller Type</b>	<b>N = 93</b>	<b>N = 2,700</b>
General Information	3.2%	9.5%
Health care provider	2.2%	4.9%
Tobacco user	94.6%	85.6%
<b>Payer Type</b>	<b>N = 78</b>	<b>N = 1,873</b>
Insured	24.4%	31.1%
Uninsured	38.5%	30.3%
Medicaid	37.2%	38.6%
<b>Heard About</b>	<b>N = 80</b>	<b>N = 2,176</b>
Past caller	6.3%	15.2%
Employer/worksites	2.5%	0.9%
Health care provider	25.0%	31.3%
Television	8.8%	11.0%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.0%	0.1%
Radio	1.3%	1.5%
Newspaper/Magazine	1.3%	0.4%
Brochure/Newsletter	8.8%	6.1%
Family or friend	42.5%	23.9%
Health Department	3.8%	6.3%
School	0.0%	1.3%